

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re: Patent Application of Michael A. Plotnick.

Conf. No.: 5480 : Group Art Unit: 2621
Appln. No.: 10/006,874 : Examiner: Huy T. Nguyen
Filing Date: 14 NOVEMBER 2001 : Attorney Docket No.: T738-10
Title: Alternative Advertising in Pre-recorded Media

REQUEST FOR RECONSIDERATION

This paper is being filed in response to the Office Action dated October 26, 2009,
and is being filed timely.

Please consider the following remarks: